



PHOTO BY BRODIE FENLON / RICHARD DOUGLAS

Aviation graduate and valedictorian Karl Chang is flying high after being hired as a Boeing 737 co-pilot for a new Chinese airline based in Tianjin.

## GRADUATE SUCCESS

# Off to a flying start

Karl Chang will co-pilot 737 for new airline

BY BRODIE FENLON

It may go down as the most expensive job interview a Seneca graduate has ever faced.

But the \$1,800 Karl Chang shelled out for a flight to China to meet with the executive president of a new airline has paid off tenfold.

Karl, a 30-year-old Aviation and Flight Technology grad and valedictorian at June's convocation ceremony, has landed his dream job with Aokai Airways Transport Company Ltd.

In short order, he will be co-piloting a Boeing 737 for the new commercial airline, which is set to begin flights out of the port city of Tianjin – about an hour southeast of Beijing – by year's end.

It's a remarkable achievement for many reasons.

Aokai is one of only three privately funded and operated airlines recently given permission to operate in China as part of an overhaul of the state-controlled civil aviation market.

Karl can count himself among only a handful of foreign-trained pilots ever hired to fly in the country.

But most remarkable of all is that an aviation graduate is being given the

opportunity to fly the world's most popular commercial jet transport for a major airline so soon after graduation.

"Normally, you leave flight school with a five to seven-year plan to work up north for a small airline or charter company, or you can become a flight instructor, before moving on to the larger companies," he says. "Getting to fly a 737 for a major airline after graduation is extraordinary."

Of course, Karl had a few things going for him. He was an excellent student with a Grade Point Average (GPA) of 3.8. He speaks fluent Mandarin thanks to his father, who insisted his Canadian-born son learn the language of his forebears.

It also helped that Karl had met the airline's executive president, Sui Ming Guang, by chance two years earlier during a visit to Seneca's Buttonville Campus.

"I happened to be there working on an assignment in the computer lab and I heard this guy speaking in Mandarin," he says. When he investigated, Karl was asked to give the VIP a tour of the hangar.

"He asked me what I wanted to do

>> PLEASE SEE **PILOT** ON PAGE 2

## RESEARCH

# Seneca awarded major research grant: \$327,299 for learning objects repository

Seneca College has been awarded a major grant worth \$327,299 from the Ontario Innovation Trust (OIT) to build and research the use of an online repository of electronic learning tools.

"This is a huge step for us and has the potential to have a huge impact on education and learning," says Dr. Katharine Janzen, Associate Vice-President, Research and Innovation.

The four-year project will involve the creation of an online library of learning objects — digital learning tools that supplement classroom instruction and often contain exercises, graphics, diagrams, animation, video and audio components, and interactive features.

The library will include proprietary learning objects created by commercial interests and those developed by the Open Source community, which are free and can be customized by each user for their own teaching needs.

Central to the research project will be:

- how to make the library accessible and seamless, regardless

of the user's choice of hardware, software, operating system or bandwidth

- how to best organize and tag the learning objects so they can be easily searched and retrieved
- how best to incorporate proprietary and Open Source learning objects in the same co-operative library

The project will be led by Dr. Dawn Mercer, an instructional designer with Seneca's Centre for Professional Development, who will be seconded as principal investigator and based out of the Technology Enhanced Learning Institute (TELi). Also involved from Seneca are Tanis Fink, Carolyn Lam, and Santo Nucifora.

Several outside partners are involved in the project and many have donated cash and in-kind gifts. They include Sun Microsystems, Pearson Education Canada, McGraw-Hill Ryerson, Blackboard Inc., eduSource Canada, Endeavor, the Co-operative Learning Object Exchange, York University, and Durham College UOIT. ■

## CIBC donates \$500K to Seneca

Seneca's Resource Development department has received a \$500,000 donation from CIBC to create the CIBC Banking Sector Seminar Room, which officially opened Oct. 19 at Newnham Campus.

The room will be a focal point of the banking community for lectures, applied research projects, curriculum and professional development.

As a major donor to Seneca's Centre for Financial Services (CFS), CIBC's donation is an important step toward the \$5-million goal of the Centre's fundraising appeal. A portion — \$150,000 — will be invested in an endowed bursary for business students in financial need. The CIBC Endowed Bursary for Business and Financial Management will double with matching funds from the provincial government. ■



By now it is probably well known that the Hon. Bob Rae is leading *The Post-secondary Review* to study the design and

funding of Ontario's post-secondary education system.

What you may not realize is that this is one of the most important opportunities we have to make things better within the post-secondary system, and your involvement as an interested citizen will be absolutely critical.

The *Review's* mandate is to recommend ways colleges and universities can provide the best education to students and support Ontario's prosperity. The *Review* will deliver its recommendations to the Premier and the Minister of Training, Colleges and Universities in early 2005.

The guiding principles of this report are as follows (from the *Review's* website <http://www.raereview.on.ca>):

- **Accessibility** — Post-secondary education should be available to all qualified individuals regardless of their socio-economic status.
- **Quality** — Post-secondary education should effectively assist students to develop the knowledge, skills, and competencies needed to succeed in a knowledge-based economy and a democratic society.
- **Collaboration** — Benefits to be gained from a system-wide perspective of delivering post-secondary education should be maximized, including joint programs and recognition of credits earned at institutions within the post-secondary system.
- **Sustainability** — The long-term plan for post-secondary education should be affordable and sustainable given the fiscal realities of the province.
- **Accountability** — Post-secondary education institutions and government must answer for their results and the manner in which their responsibilities are discharged.

Mr. Rae and his seven-member advisory panel have scheduled town hall meetings across the province and

plan to meet with students, parents, professors and administrators. As Seneca's President, and as the chair of the Committee of Presidents of the Association of Colleges of Applied Arts and Technology of Ontario (ACAATO), I was present when Mr. Rae released the *Review's* first discussion paper. It asks for involvement in the town hall meetings, scheduled over the next few months, and for comments to be sent via the website.

In an ACAATO media release responding to the paper, I was quoted as saying, "The Rae review is an opportunity for the province to reinforce the importance of post-secondary education — and of colleges in particular — to the continued growth and success of the economy of the province of Ontario. Establishing clear goals and measurable objectives will ensure that the job gets done."

ACAATO has also stated the need for increased accessibility to post-secondary education for all Ontarians and improved access to college programs, including apprenticeships. We recommend that it be made easier for students to move between colleges and universities, universities and colleges and among colleges; and, most importantly, the province must re-invest in a college system that has been underfunded for more than a decade.

This is a pivotal time for post-secondary education in Ontario. We cannot retain our high level of quality and create new, relevant programming without our students, their parents, faculty, staff, administrators and business partners becoming engaged in the *Review* process.

I encourage everyone who can to attend a town hall meeting (Dec. 3 and 8 in the GTA — locations will be posted throughout the College once they are finalized and registration is available online) and to submit their comments via the *Review's* website (<http://www.raereview.on.ca>).

If you require further information or want to help with Seneca's submission to the *Review*, please contact Peter Constantinou, Director of Government Relations at ext. 6423 or [Peter.Constantinou@senecac.on.ca](mailto:Peter.Constantinou@senecac.on.ca). ■

## Seneca first college in Ontario to get CIPS accreditation

Two of Seneca's Computer Studies diploma programs have been accredited by the Canadian Information Processing Society (CIPS), the national association of information technology professionals. Seneca is the first college in Ontario to receive the prestigious accreditation. President Miner received a plaque on behalf of the College from Rick Penton, CIPS President, at a ceremony Sept. 23 at Seneca@York.



PHOTO BY BRODIE FENLON

The accreditation of Seneca's Computer Programmer and Computer Programming and Analysis programs "confirms the top quality education our students are receiving," President Miner said. Keynote speaker Rainer Beltzer, Managing Director of Bearingpoint Inc. (KPMG), shared his thoughts on the ever-changing world of the IT professional with students following the plaque presentation. ■

## Students' voice on Board

Andrew McDonald wants to bridge the immediate needs of Seneca students with the decisions made by the College's Board of Governors.

In his final term of Business Administration — Operations Management, Andrew has been elected the Board's Student Representative for a one-year term that began in September.

"I've really enjoyed my time at Seneca and I want to make sure students continue to enjoy the school," he says. "As students, we are all affected by the decisions of the Board."

Andrew says his first goal is to build a relationship with Seneca's student councils so that he can better represent the entire student body.

The councils "have their fingers on the pulse of what's happening and what's important to students, so it's important I talk to them regularly."

He also wants to improve students' understanding of the Board and how it impacts their lives, as well as to boost involvement in the next election for student representative.

"Turnout was pretty low for the last election," he says. "But it's such an important job that affects all students, so I encourage people to get involved."

Nominations take place this February, with the election to follow in March.

When he's not studying or involved in Board business, Andrew serves as President of the Seneca Student Chapter of the American Production and Inventory Control Society (APICS), and as a student representative for the Toronto District Board of the Purchasing Management Association of Canada. He is a certified Ships Captain and spent this past summer operating three tourist vessels out of the Toronto harbour.

Students can contact Andrew directly by calling ext. 4027 or by e-mail: [Andrew.McDonald@senecac.on.ca](mailto:Andrew.McDonald@senecac.on.ca). ■



PHOTO BY BRODIE FENLON

Seneca rolled out the welcome mat Sept. 9 for new members of the College's Board of Governors. The day-long orientation included a photo session, tours of several campuses, an introduction to the senior executive and lunch at Newnham. President Rick Miner (far right) helped lead the tour at Newnham for new board members (from left): John Bodolai, Frances Lankin, Andrew McDonald and Eugene Wilson.

### >> PILOT, FROM PAGE 1

when I finished the program and I said, 'I want to go to China and work for you,' he recalls with a laugh.

So this past June, within days of convocation, Karl boarded that \$1,800 flight to China to meet Sui Ming Guang and his director of personnel. He was hired after a two-hour breakfast interview.

Karl left Canada for his new life in mid-October. In the months ahead, he will write the Airline Transport Pilot Licence exam for the Civil Aviation Administration of China and complete a rigorous training program in a full-motion simulator before assuming the position of First Officer with the airline.

He credits Seneca with giving him a strong foundation for success in the aviation industry and the opportunity to pursue his dream of flying.

"The instructors and professors have been absolutely amazing to me," he says. "They gave me the training I needed and taught me how to be a better person."

Karl says he is also grateful for Nick Huang, Director of Seneca's International Department, who encouraged him to pursue the job.

Asked if he has advice for Seneca students, Karl speaks about the importance of choice.

"You have the choice to further your knowledge, to pursue the career you want. Some people forget that and just follow what others tell them," he says.

"Remember that you choose your own destiny, your own path." ■

# Learning in 3D at TELi

BY LEE RICKWOOD

Do you memorize phone numbers by their colour? Does calling Tuesday a cool blue day make sense to you?

If so, you may be a synesthete: a person who experiences external stimuli through multiple senses. For those with synesthetic sensitivity, a triangle may be perceived not only as a shape but as a sound (such as bell) or a colour (such as red) at the same time.

Synesthesia, which literally means 'joined sensation,' affects one in 10,000 people. It is a growing field for researchers exploring the relationship between collaboration and creativity, the metaphorical and the physical.

Such exploration is possible thanks to a leading edge project in development at TELi, the Technology Enhanced Learning Institute, a joint Seneca and York University facility.

Project leader Professor Nancy Paterson, an electronic media artist, is collaborating with Dr. Wolfgang Stuerzlinger, a professor of Computer Science at York, on the project, which combines sophisticated computer imagery with patent-pending technology developed at TELi.

Called MULTI (Multiple User Laser Table Interface), the project presents a computer-generated 3D environment known as "The Library" on the curved walls of a new TELi projection room.

Users challenge their visual and auditory senses and explore their intuitive sensory associations interactively by dragging, dropping, exchanging and transforming media objects within the digital "library."

"We are interested in the possibility of replicating through new media the experience of synesthesia for people who lack or have lost this sensitivity," Nancy says. "We also want to explore whether computer systems might function as perceptual rather than merely conceptual tools."

Imagine standing in this huge virtual

library, based on the majestic Canadian Library of Parliament. You navigate the space and manipulate sights and sounds by means of a wireless laser pointer.

According to your own synesthetic associations, you can switch and move the cubes, rearranging the sounds and symbols. Like a toddler's building block, each cube carries its own meaning. Depending on the associations that every participant combines with their auditory and visual impulses, a unique sequence of colours, sounds and symbols results.

The MULTI project can measure the complex impacts of synesthetic experience on collaboration, creativity, education and health.

One of the key figures in the study of the synesthetic phenomenon and project partner is Canadian psychologist Dr. Phil Merikle of the University of Waterloo.

Dr. Katharine Janzen, Seneca's Associate Vice-President of Research and Innovation, is a co-sponsor of the project along with Dr. Ronald Owston, Professor of Education and founding director of the Institute for Research on Learning Technologies at York University.

Paterson is also assisted by several computer developers and imaging specialists, including Senecans Andy Leung, Jinho Park and Wenting Ni, as well as Matt Pereira, John Lai, Michelle Pun and York graduate student Andriy Pavlovych.

Also involved are Laura Jo Gunter, Dean of Seneca's Faculty of Information Arts and Technology, Jed DeCory, Chair of the School of Communication Arts, SCA Technologist Adrian Klymenko, Dr. Caitlin Fisher of York, Michael McCool of the University of Waterloo and Dan Pressman of Alias. Corporate sponsors include Okino and ATI.

To learn more, visit:

[www.vacuumwoman.com/multi](http://www.vacuumwoman.com/multi) ■



PHOTO BY BRODIE FENLON

Electronic media artist and Seneca professor Nancy Paterson explains the Multiple User Laser Table Interface (MULTI) research project at a demonstration Oct. 19 at TELi.

## Gifts transform ECE lab at Newnham

BY JANICE HOWARD

Seneca's Child Care Centre at Newnham Campus is transforming its traditional playground of sand and asphalt into a natural outdoor classroom thanks to funding from the TD Friends of the Environment Foundation and Toyota Evergreen, arranged through Resource Development.

This summer, volunteers planted new trees and shrubs to provide shade and more sensory experiences for the children aged two to five. A variety of plants were installed to give the children a sense of how trees and shrubs

vary in sight, smell and touch. They include Pussy Willow, Honeysuckle, Witch Hazel, Dogwood, Ninebark, and Fragrant Sumac. Seasonal changes will also be witnessed as the plants bud, bloom and shed their leaves.

With the support of the TD Friends of the Environment Foundation and Toyota Evergreen, the Child Care Centre has created a natural, outdoor playground for the college's youngest students. The Child Care Centre is also a learning lab for Seneca's Early Childhood Education program. Students assist in the daycare as part of their training. ■

# International Business Admin grad takes training to Vietnam



A recent graduate says Seneca's International Business Administration program gave him the tools he needed to succeed at a prestigious six-month internship in Vietnam.

Neil Ta, who graduated from Seneca in 2001 before completing a commerce

degree at Ryerson, was chosen last year for the Youth International Internship Program.

The program, which is funded by Canada's Department of Foreign Affairs, gives recent post-secondary graduates international work experience.

"Seneca was a good choice for me because this diploma has increased my career options and given me more of a chance to get the type of job that I want," he says.

Last September, he accepted a six-month placement as project co-ordinator with the Canadian Chamber of Commerce in Vietnam, a not-for-profit association made up of members of the international business community based in Ho Chi Minh City.

There was some culture shock when he first arrived.

"One of the first things I remember was not being able to cross the road. Motorists don't stop for pedestrians, so you have to just walk ahead," he recalls.

Neil also discovered that business cards are an essential tool when meeting someone for the first time. "You almost give them your business card first before you give your name," he says. "This is not just for business associates; it can be in a social setting too."

He says Seneca prepared him well for the unique challenges of working and living in a new culture. "We were taught at Seneca that cultures are different and we have to adapt to them, not the reverse. The program definitely helped me with the adaptation process in Vietnam," he says.

As project co-ordinator for the Chamber, Neil was responsible for organizing charity events and business functions such as golf tournaments, seminars and luncheons. He provided support to Chamber members and worked to increase corporate sponsorship and membership through promotional materials and articles he wrote for the monthly newsletter.

"All of the knowledge I gained from Seneca —

from international marketing to organizational behaviour — was put to the test while I was in Vietnam," Neil says.

One charity event he worked on was the Terry Fox Run, co-organized with the Canadian Consulate. Neil used his skills to acquire and organize sponsors, donations, volunteers and participants. "There was a lot of local media coverage of the run and more than \$20,000 (Cdn) was raised," he says.

Today, Neil is back in Toronto, where he recently accepted a position as a Media Auditor with the Canadian Circulations Audit Board, a Division of BPA Worldwide. He will be traveling across Canada, auditing circulation statement declarations from publishers of magazines, newspapers, journals, business publications and other media. He also plans to import vintage Vespa Scooters from Vietnam for the Toronto market. He hopes to have his first shipment here in the spring of 2005.

"The education and guidance I received during my three years at Seneca College gave me the knowledge and confidence I needed to succeed in today's global community," he says. ■

## President Miner elected ACAATO Chair

Seneca President Rick Miner has been elected Chair of the Committee of Presidents of the Association of Colleges of Applied Arts and Technology of Ontario (ACAATO). The committee's current focus is to provide a submission to the Ontario government's review of post-secondary education, which is being led by former premier Bob Rae. At the launch of Rae's consultation process Oct. 1, President Miner spoke on behalf of ACAATO and called for clear benchmarks in three key areas — access, reform and reinvestment — which are critical to the future of Ontario's colleges.

## Ryan wins, airs on CBC

The animated short film *Ryan*, produced in association with Seneca, has won grand prize at the Ottawa International Animation Festival. The film took the Nelvana Grand Prix for Independent Short Film, which was announced Sept. 26. The festival is the second largest of its type in the world. *Ryan* was selected as top film of the 111 films selected for competition. Meanwhile, CBC TV's *Rough Cuts* program will air the TV premiere of *Alter Egos*, a live action documentary that includes most of the *Ryan* animation, on Nov. 4 at 10 p.m. *Alter Egos* compares the life stories of Ryan Larkin, the subject of the animated short, and Chris Landreth, who produced the film. The CBC has arranged to show *Ryan* on its own and is planning to air it on a show called *ZeD*, also on Nov. 4 at 11:25 p.m.

## ACE program

Seneca is now offering the new Academic and Career Entrance (ACE) program, which replaces the Basic Training for Skills Development, or

BTSD, program. The program allows colleges to meet the needs of a much wider range of adults who have not finished high school or do not have the subjects necessary for admission to a post-secondary institution. The new ACE curriculum better reflects the new secondary school curriculum, the curricula delivered by colleges across the province to prepare students for post-secondary education, as well as Human Resources Skills Development Canada's Essential Skills resources.

## Retiring prof leaves bursary for students

Retiring professor Ann Rostrup has capped nearly 30 years years of full and part-time teaching at Seneca with a generous gift to future students. The Ann Rostrup Bursary Fund has been founded on the professor's recommendation that retirement gifts from friends and colleagues be directed into a bursary to benefit students. Once endowed, donations will be matched dollar for dollar by the provincial government's Ontario Students Opportunities Trust Fund. A retirement party for Ann will be held Nov. 9 in the Senecentre at Newnham Campus.

## Seneca first in Canada to host flight educators

Aviation educators from across North America gathered at Seneca College Oct. 6-9 for the annual conference of the University Aviation Association. This year's conference, titled Collaboration Across Borders, marked the first time the conference had been held outside of the United States. Topics included Accreditation across Borders, Aviation Ethics Education, International Trends in Aircraft Maintenance Technician Training, Overview of the Canadian Aviation Experience, and Teaching International Students of Diverse Backgrounds.



PHOTO BY BRODIE FENLON

## Universally accessible trail opened at King Campus

President Rick Miner (right) helped open the first universally accessible section of the Oak Ridges Moraine Trail at King Campus Oct. 8 with the help of King Township Mayor Margaret Black (left) and Harold Sellers, Executive Director of the Oak Ridges Moraine Trail Association (ORTA). Seneca and ORTA have created the half-kilometre Woodland Passage Trail to be enjoyed by all people, including those with disabilities. It's the first of many accessible trail sections set to be developed by ORTA across the Oak Ridges Moraine. ■

## Alumni golf tourney raises \$50,000 for students

Seneca College, its alumni and several prominent members of the business community helped raise more than \$50,000 for student bursaries and scholarships at the 1st Annual Seneca Alumni Invitational Golf Tournament, held Sept. 27 at Scarboro Golf & Country Club. The tournament, organized by the Resource Development team and sponsored by MBNA MasterCard Canada, drew more than 150 participants representing the top corporations and organizations in the Greater Toronto Area. Noted broadcaster and Seneca alumnus Spider Jones served as Master of Ceremonies at a dinner and ceremony.

## Forensic Accounting

The new post-graduate certificate program in Forensic Accounting provides students with the relevant professional skills and knowledge required to detect, manage, and prevent fraud. To meet the needs of working professionals, classes are offered at various times after 4 p.m. on weekdays. Subjects include fraud, auditing theory and techniques, litigation, and the analysis of financial evidence.

## Hispanic Heritage Month

Seneca celebrated Hispanic Heritage Month Sept. 15 – Oct. 15 with a variety of special events organized by the Resolution, Equity and Diversity Centre, the Newnham SFC and Seneca International Student Development. ■

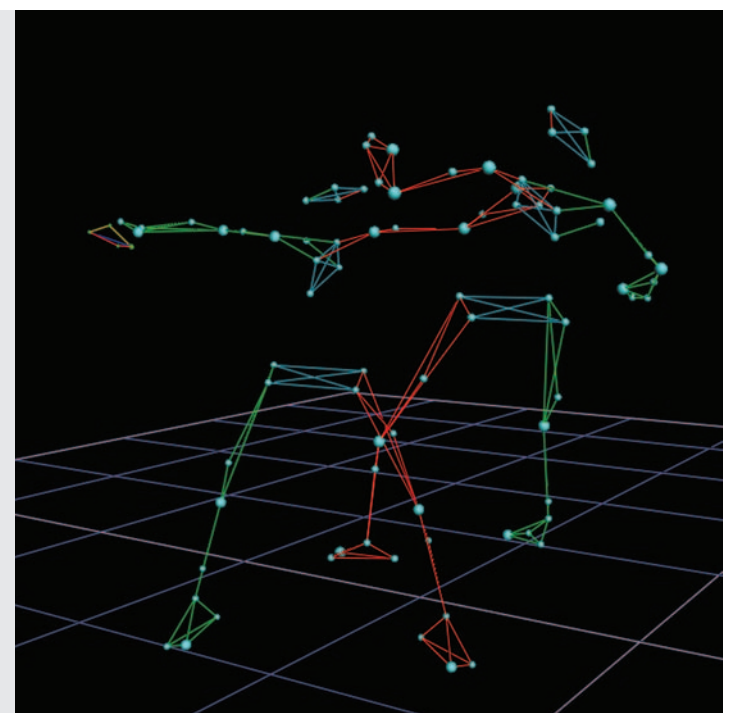
## Gaming at Seneca

In early September, stunt artists employed by an industry leading game company were in pre-production at Seneca's Motion Capture Studio.

A stunt team behind the popular game *Chronicles of Riddick* had their actions captured (right) to be used in a soon-to-be-released game title.

The motion capture data was processed using Vicon IQ software (far right). The data is then applied to computer-generated characters to make them move realistically in a game environment.

The Motion Capture Studio is an extension of the Animation Arts Centre in the School of Communication Arts located at Seneca@York. ■



The *Senecan* is published by the Marketing and Communications department of Seneca College of Applied Arts and Technology.

For questions about circulation of *The Senecan*, call 416.491.5050 ext.2350. Submissions or questions about articles in *The Senecan* should be sent to:

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# Seneca